



A Guide to Teaching

# **How to be successful at Job Fairs, Career Fairs, Expo's & with Recruiters**



## **Job Fairs, Career Fairs, Expo's & Recruiters**

OBJECTIVE: Patrons will be able to have an understanding of how to network, socialize, and apply for positions at Job fairs, Career fairs, Expo's and with Recruiters.

### NECESSARY SUPPLIES:

- Copies of *How to prepare for a Job Fair*

### TIME REQUIRED:

1 hour

### LESSON PROCEDURE:

1. Discuss the importance of being prepared to attend a job fair or recruitment event. As the commercial says, "You never get a second chance to make a first impression."
2. Hand out copies of *How to prepare for Job Fair*. Talk the class through the various points.
3. Many patrons believe that "minor" errors can't hurt them when it comes to applying for a job.
4. Stress that punctuation and grammar are vital components of a resume. A business manager or representative may need to see nothing more than one misspelled word to decide that the applicant is not worth a second look.
5. Continue to discuss different points of the *How to prepare for a Job Fair*. Discussing the importance of appropriate dress, having an error free resume, and following up with the recruiter after the job fair can improve their chances of gaining a second interview or landing them the job.

### SUGGESTED FOLLOW-UP:

Follow up with patrons who have attended a networking event, job fair, career fair, or recruitment event and discuss their experiences.

## How to prepare for a Job Fair

How to prepare for a job fair:

1. **If the event asks you to pre-register, please do so.** The main idea behind pre-registering is that many employers will have a chance to prescreen applicants and possibly make note of applicants they want to meet at the fair.
2. **Do your research.** Too many job-seekers or excited people go to fairs to "see the sights" or pick up freebies and are not prepared to interview on the spot. Know who is going to be at the job fair. Many organizers of these job fairs publish companies and organizations a few days before the event online or in newspapers. Do your homework and examine the listings and research the company to learn about their products or services.
3. **Resumes.** Have extra copies of your resume, your portfolio, a notepad with some questions prepared for the interview, and a pen.
4. **Attire.** Dress to impress.
  - Hair should be clean and combed.
  - Fingernails must be clean with no gaudy polish.
  - Keep perfume, cologne and aftershave to a minimum.
  - Brush your teeth and don't forget deodorant.
  - Women: dress, skirt (not too short), or dress pants with a nice blouse or blazer. No excessive jewelry, make-up, or "big hair."
  - Men: pants (not jeans!), collared shirt, tie, sport coat and shoes. A suit is not always necessary.
5. **Interviewing.** As you greet the recruiter, look straight into his/her eyes, shake hands firmly, introduce yourself with your full name, smile, and be confident. Be positive in your communication. Don't get too relaxed; try not to be too bold or too shy. Let the interviewer lead the interview. Don't do any of the following:
  - Emphasize your weaknesses.
  - Discuss negative topics such as poor attendance, grades, being fired, etc.
  - Criticize former employers, co-workers.
  - Discuss personal issues, good or bad, which are irrelevant.
  - Discuss salary or benefits unless the interviewer brings it up first.

**6. Do's and Don'ts**

- Don't waste your time interviewing with companies you have no desire to work for.
- Do have a list of 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> considerations of companies that you may want to meet with. If the 1<sup>st</sup> choice is busy with job seekers, move to your other choices and return later. This way you are not just being idle and waiting to meet with an employer.
- Do make sure to interview with all the companies you do want to work for.
- Do also try to get some company literature from the booth before getting in line so you can read about the company while waiting.
- Don't be discouraged and walk away if a company that you want to work for has no positions open

**7. Networking.** Build connections with recruiters and employers at the job fair. You can also network with your fellow job-seekers in terms of sharing information about job leads, companies, and their recruiting strategies and styles.

**8. Follow-up.** After you meet with a recruiter, it is essential to write a thank you note. Tell your contact how much he or she helped you, and refer to how they have helped you. Everyone likes to feel appreciated. One way of doing this is to call the recruiter after the fair and leave a voicemail message thanking the recruiter again for his/her time. You should also write a thank you note and mail it the next day to the address on the recruiter's business card. In the letter, thank the recruiter for his/her time, restate your interest and qualifications for the position, state your interest in a second interview.